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RR RUEHWEB

DE RUEHRA #0337 1311330
ZNR UUUUU ZZH
R 111330Z MAY 07
FM AMEMBASSY RIGA
TO RUEHC/SECSTATE WASHDC 3996
INFO RUEHBS/AMEMBASSY BRUSSELS 0104
RUEHSM/AMEMBASSY STOCKHOLM 1077
RUCPDOC/DEPT OF COMMERCE WASHDC

UNCLAS RIGA 000337

SIPDIS

STATE FOR EB/CBA BILL BEHRENS

STOCKHOLM AND BRUSSELS FOR FCS

SENSITIVE

SIPDIS

E.O. 12958: N/A

TAGS: ETRD EINV BEXP LG

SUBJECT: NEWS CORPORATION PURCHASES TWO TV STATIONS IN LATVIA

¶1. (SBU) On May 11, Ambassador Bailey met with three executives of U.S.-based News Corporation to discuss the company's purchase this week of two Latvian television stations. The company bought LNT (a leading Latvian language station) and TV5 (a prominent Russian-language station). During the meeting, News Corporation described its plans to expand aggressively throughout Eastern Europe and Turkey--describing current conditions as "something of a land rush" for media properties in this part of the world. In addition to meeting with Ambassador Bailey, News Corporation also paid a courtesy call on Prime Minister Kalvitis as well. The company has not yet gone public with this purchase, but plans to issue a press release in the next couple of weeks.

BAILEY